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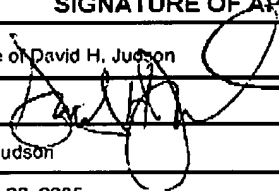
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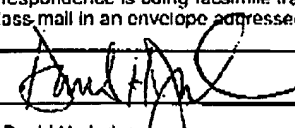
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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/586,387	
	Filing Date	June 2, 2000	
	First Named Inventor	Runku	
	Art Unit	3821	
	Examiner Name	Elisca, Pierre	
Total Number of Pages in This Submission	4	Attorney Docket Number	

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Communication Regarding Status of Claim 34
Remarks _____		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	Law Office of David H. Judson		
Signature			
Printed name	David H. Judson		
Date	November 28, 2005	Reg. No.	30,467

CERTIFICATE OF TRANSMISSION/MAILING			
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:			
Signature	 571-273-8300		
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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Ranka et al. Serial No.: 09/586,387 Filing Date: June 2, 2000 For: Method, algorithm, and computer program for optimizing the performance of messages including advertisements in an interactive measurable medium	Examiner: Elisca, Pierre E. Group Art Unit: 3621 Confirmation No.: 7011
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COMMUNICATION REGARDING STATUS OF CLAIM 34

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the action mailed November 9, 2005.

A response to the prior office action was filed on August 29, 2005 and incorrectly identified that claim 34 was cancelled. The response should have indicated that the first occurrence of claim 34 was to be amended, while the second occurrence of claim 34 was to be cancelled. (A Substitute page 3 of the August 29, 2005 response is included herewith to reflect this). As the Examiner will recall, by mistake there were two versions of claim 34 included in the original claim set, and this mistake was not recognized until the undersigned assumed responsibility for this application.

The first occurrence of claim 34, as amended on August 29, 2005, should remain in the case, and this claim is allowable as it depends from allowed claim 33. Thus, Claims 1-83 (with the first occurrence of claim 34 included) should be in condition for allowance.

If the Examiner needs additional information, he is requested to contact the undersigned by telephone.